

TITLE OF THE INVENTION

INFORMATION PRESENTATION SYSTEM AND INFORMATION  
PRESENTATION METHOD

CROSS-REFERENCE TO RELATED APPLICATIONS

5 This is a Continuation Application of PCT  
Application No. PCT/JP01/00548, filed January 26, 2001,  
which was not published under PCT Article 21(2) in  
English.

BACKGROUND OF THE INVENTION

10 1. Field of the Invention

The present invention relates to an information presentation system and an information presentation method for determining an advertisement fee of a commercial which is inserted into a broadcast program or the like, in accordance with bids of sponsors.

15 2. Description of the Related Art

Presentation of a broadcast program in a television broadcast is carried out by sponsors of commercials which are broadcast during a broadcast program, and the revenues of a broadcasting company such as a broadcasting station or the like is mainly the advertising fees which sponsors pay. Such an advertisement fee of a commercial is generally set by mutual consent between the broadcasting station and the sponsor on the basis of a predetermined reference, referring to a broadcasting time slot and the past audience rating.

However, there are cases in which the determination of the advertisement fee by a uniform reference is unreasonable due to the following reasons. Namely,  
5 because the audience rating of a sports broadcast or the like markedly varies in accordance with the development thereof, when the audience rating is lower than the estimate, the sponsor cannot acquire an advertising effect corresponding to the advertisement fee. On the other hand, there may be cases in which  
10 the audience rating becomes higher than the estimate, and the advertising effect becomes extremely high.

Further, when an unexpected incident/accident arises, there are cases in which the audience rating of a news program or the like becomes high even though it  
15 is early morning/late night, and there is the concern that the broadcasting station will lose an opportunity for obtaining a high advertisement fee. In this way,  
there is the problem that the advertisement fee is determined by a uniform reference regardless of the  
20 fact there are variable factors in the audience rating.

On the other hand, digital recording equipment which can carry out recording by a digital system become popular. In accordance therewith, when the audience views a broadcast program recorded by digital  
25 recording equipment, random access to the program is possible, and the audience can instantly skip the commercials. Namely, it is possible for the audience

to view the broadcast program without viewing the commercials at all, and the problem that the advertising effect by the commercials cannot be obtained, arises. Therefore, there is the problem  
5 that presentation of broadcast programs or the like by sponsors becomes passive, and the revenues of a broadcasting stations or the like decrease.

Note that it can be thought that the problems of the advertisement fees of commercials and skipping of  
10 commercials as described above are not limited to television broadcasting, and arise in Internet broadcasting as well in the same way.

Thus, an object of the present invention is to provide an information presentation system and an  
15 information presentation method which can appropriately determine an advertisement fee of a commercial accompanying a broadcast program or the like, and which can maintain the advertising effect of the commercial.

#### BRIEF SUMMARY OF THE INVENTION

20 The present invention is an information presentation system which inserts presented data of a data presentation client into provided data which a service provider provides, and which presents the presented data, the information presentation system comprising: data presenting condition acquiring means  
25 for acquiring data presenting conditions from the data presentation client in a prior period which is before

a providing period of the provided data by the service provider starts; data presenting condition determining means for determining data presenting conditions on the basis of a reference which is set in advance from the 5 data presenting conditions acquired from the data presenting condition acquiring means, after the prior period passes; and notifying means for notifying the service provider of notification data corresponding to the data presenting conditions determined by the data 10 presenting condition determining means.

As a result, in accordance with the present invention, the advertisement fee of a commercial accompanying a broadcast program or the like can be appropriately determined, and the advertising effect of 15 the commercial can be maintained.

BRIEF DESCRIPTION OF THE SEVERAL VIEWS OF THE DRAWING

FIG. 1 is a diagram showing a configuration of an information presentation system according to a first embodiment of the present invention.

20 FIG. 2 is a flowchart showing an example of operations of the information presentation system.

FIGS. 3A and 3B are explanatory diagrams showing timing charts in accordance with the information presentation system.

25 FIGS. 4A and 4B are explanatory diagrams showing display examples in accordance with the information presentation system.

FIGS. 5A, 5B, and 5C are explanatory diagrams showing display examples in accordance with the information presentation system.

DETAILED DESCRIPTION OF THE INVENTION

5       Hereinafter, an embodiment of the present invention will be described with reference to the drawings. An information presentation system 10 is a system in which commercial data (presented data) of a sponsor (data presentation client) is inserted into a 10 program (provided data) which a television broadcasting company (service provider) provides, and is presented. As shown in FIG. 1, the information presentation system 10 is connected to a communication line 20 such as the internet or the like, a management server 30 connected to the communication line 20, sponsor servers 40 to 15 42 connected to the communication line 20, a rating surveying system 50 connected to the communication line 20, and a broadcasting system 60 connected to the communication line 20. The broadcasting system 60 is further connected to television receivers 80 to 85 of 20 respective audiences via a communication/broadcasting network 70.

The management server 30 is managed by a data selecting company, and has an input/output control section 31 for carrying out input/output of data, a bid processing section 32 for receiving the bid data transmitted from the respective sponsors, a storage 25

section 33 for storing respective data such as  
a program schedule, an audience rating, or the like,  
a notifying section 34 for reporting the results of  
the bidding, and a control section 35 for relatedly  
5 controlling them in accordance with a predetermined  
program. The management server 30 has the functions of  
transmitting to the sponsor servers 40 to 42 various  
data such as the information relating to a broadcast  
program, the audience rating information, and the like,  
10 and of receiving various data such as the bid prices  
of the sponsor servers 40 to 42, or the like, and of  
carrying out determining of a commercial inserted in  
the broadcast program.

The sponsor servers 40 to 42 are managed by  
15 sponsors carrying out selling of various commercial  
products, services, or the like. An inputting device  
such as a monitor, a keyboard, or the like, and  
a selling system are provided thereat. The sponsor  
servers 40 to 42 have the function of carrying out  
20 inputting of a bid price or the like, and the function  
of receiving order data from the audience and carrying  
out selling of the commercial products, on the basis of  
data transmitted from the management server 30.

The rating surveying system 50 is managed by  
25 a rating surveying company, and has the functions  
of computing the audience rating by using a rating  
surveying device attached to each television receiver

or the like, the function of transmitting the data to the management server 30.

The broadcasting system 60 is managed by a television broadcasting company, and transmits broadcast programs and commercials at predetermined times, and the commercial data is stored therein. The broadcasting system 60 has the functions of broadcasting programs in accordance with a program schedule, and of carrying out insertion of commercials on the basis of notification data transmitted from the management server 30.

The communication/broadcasting network 70 is, for example, a broadcasting network by ground waves or satellite waves, cable television, an interactive communication network, or the like. The communication/broadcasting network 70 has the functions of conveying the broadcasting data from the broadcasting system 60 to the television receivers 80 to 85, and of conveying order data from the television receivers 80 to 85 to the broadcasting system 60.

The television receivers 80 to 85 include an input device such as a remote controller, a touch panel, a keyboard, or the like, and have the function of transmitting order data to the broadcasting system 60 side via the communication/broadcasting network 70.

In the information presentation system 10 configured in this way, insertion of a commercial into

a predetermined program is carried out as follows.  
Note that the program is constituted of a plurality  
of program sections (program slots) S<sub>1</sub> to S<sub>n</sub>, and  
commercials C<sub>1</sub> to C<sub>n</sub> are respectively inserted into  
5 the program sections S<sub>1</sub> to S<sub>n</sub>.

In the management server 30, broadcast basic  
data such as a broadcast program planning schedule,  
past audience rating information, and the like are  
distributed in advance to the sponsor servers 40 to 42  
10 via the communication line 20. Further, with respect  
to the latest audience rating information, the latest  
audience rating information which the management server  
30 acquired from the rating surveying system 50 are  
successively transmitted to the sponsor servers 40 to  
15 42. On the other hand, the sponsors transmit the  
commercial data in advance to the broadcasting system  
60 by using the sponsor servers 40 to 42 or another  
method, and in the broadcasting system 60, the  
commercial data are stored in the storage section.  
20 Note that it is supposed that the time, the contents,  
and the like of the commercial data are checked in  
advanced, and given standards as a commercial are  
satisfied.

Next, an example of the operations of the  
25 information system will be described with reference to  
FIGS. 2 and 3. When the broadcasting time of the  
program draws near, a predetermined prior section S<sub>0</sub>

is set, and bidding starts as shown in FIG. 2 (ST1).  
In the management server 30, an initial value 1 is set  
in order to carry out bidding for the program section  
S1 first (ST2). The sponsors determine the bid prices  
5 on the basis of the broadcast basic data and the  
audience rating, and transmit the bid prices to the  
management server 30 via the sponsor servers 40 to 42.

In the management server 30, the bid prices from  
the sponsor servers 40 to 42 are received (ST3), and  
10 the receipt is completed at the point in time when  
the time reaches before a preparatory time P1 (ST4) of  
the program section S1, and the sponsor who tendered  
the highest price is selected as a successful bidder  
candidate (ST5). Note that a bidding coefficient  
15 may be calculated by comprehensively deciding the  
conditions relating to the bid such as the past bid  
results, and the bid price may be corrected due to the  
bidding coefficient being multiplied by the bid price,  
and the corrected price may be made to be the bid  
20 price.

Next, it is decided whether or not the conditions,  
which are determined by the broadcasting system 60 in  
advance from the commercial data or the like of the  
sponsor who is the successful bidder candidate, are  
25 satisfied (ST6). As the conditions, for example, there  
are conditions such as the bid price of the commercial  
exceeds the minimum bid price, the commercial suits the

program contents, the same sponsor is not continuously determined, or the like. When the conditions are not satisfied, this fact is notified to the sponsor, and commercial data which has been set in advance, or the 5 like, is used (ST7). In addition, it is possible for the commercial data not to be inserted in the program.

Subsequently, the determined sponsor is notified as notification data to the broadcasting system 60 10 (ST8), and it is decided whether the entire program section has been completed or not (ST9). When the entire program section has not been completed, it is increased by one (ST10), and the routine returns to ST2.

Note that, in the broadcasting system 60, the 15 commercial data corresponding to the sponsor in the notification data is called-up from the storage section, and the commercial C1 is superimposed on the program contents set in the program section S1, and broadcasting is carried out. FIGS. 4A and 4B 20 are diagrams showing concrete examples shown on the television receivers 80 to 85.

In addition, the commercial data is inserted into one portion in the main stream, for example, the lower corner, or the left and right sides of the screen 25 (using the margin portions when a 4:3 image is used on a 16:9 monitor). Note that the commercial data may be displayed on the entire screen at an appropriate

timing.

In the same way, the bids are repeatedly carried out until it comes to the program section  $S_n$ , and the routine is completed at the point in time when all of

5 the sections are completed (ST11).

On the other hand, it is possible for the audience to transmit the order data to the sponsor servers 40 to 42 due to selection by clicking or the like the commercial data C1, C2 displayed on the television receivers 80 to 85. Note that, in the sponsor servers 10 40 to 42, shipping of the commercial product to the audience is carried out on the basis of the order data.

Note that, in FIGS. 2 and 3A, a bid for the next program section cannot be carried out until a bid for 15 one program section is completed. However, as shown in FIG. 3B, the bid receipts of all program sections S1 to  $S_n$  may start simultaneously.

As described above, in accordance with the information presentation system 10, an advertisement fee can be determined by bidding in accordance with 20 program contents. Therefore, even when the audience rating markedly varies in accordance with the development as in a sports relay broadcast or the like, or even in a late night/early morning news program or 25 the like in a case in which the audience rating rises when an unexpected incident arises, the advertisement fee can be determined by bidding of the sponsors.

Accordingly, the revenues of the broadcasting company can be increased, and it is possible for the sponsors to place advertisements in accordance with the advertising effects.

5       Further, because the commercial data is displayed so as to be superimposed on the program, even when digital recording equipment is used, it is possible to avoid a state in which the commercial is not viewed by the audience.

10      FIGS. 5A to 5C are views showing cases in which the information presentation system 10 is applied to information presentation by the internet. FIG. 5A is an example in which a commercial is simultaneously displayed on a display by using scene description language such as SMIL or the like, and FIG. 5B is an example in which the commercial data is superimposed on one portion of a streaming broadcast. Further, FIG. 5C is an example in which the present invention is applied to a banner advertisement inserted into a news site.  
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Even in this case, it is possible for a sponsor to request an advertisement in consideration of the advertising effects from the broadcast program contents, the news contents, and the like. Note that, when a banner advertisement is inserted, it is preferable for the period for replacing the banner advertisement to be set so as to be long to some extent (for example, such as morning, afternoon, and night).  
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Note that the present invention is not limited to the above-described embodiment. Namely, in the embodiment described above, the commercial is inserted by being superimposed on each program. However, the 5 present invention may be a usual commercial insertion method in which a commercial is inserted between one program section and another program section.

Further, cable television, an interactive communication network, or the like which can 10 interactively communicate is illustrated as the communication/broadcasting network 70. However, if the communication/broadcasting network 70 is a one-way communication method, such as a television broadcast or the like, an order from the audience to the sponsor 15 may be carried out by using another means, such as telephone, facsimile, or the like.

Moreover, the commercial data is stored in advance in the broadcasting system 60. However, the commercial data may be transmitted from the sponsor servers 40 to 20 42 to the broadcasting system 60 at the point in time when a sponsor is determined.

Further, even when all advertisement fees have been determined in advance in a series program such as a TV drama, and the contract with the sponsor is 25 completed, this method is applicable. Namely, the sponsor presents an advertisement fee allocated for each time or each slot among all of the advertisement

fees which have been contracted in advance, and bidding is carried out on the basis thereof, and a successful bidder is determined.

Moreover, a sponsor carrying out bidding relating  
5 to an advertisement may be selected in advance in accordance with a reference separately determined for each program which is a bidding object. Namely, depending on the program, there are cases in which the sponsors are limited to several sponsors. However, on  
10 the other hand, there are cases in which, provided that a sponsor is a sponsor who can utilize the system, the sponsor can freely participate. Further, a method can be used in which, when a sponsor who bid is selected, the sponsor pays a given advertisement fee, and  
15 an advertisement within the range of a reference separately determined in accordance with the advertisement fee is broadcast.

In addition, it goes without saying that various modifications and applications are possible within  
20 a range which does not deviate from the gist of the present invention.

The present invention is useful for the technical field of an information presentation system which is useful for appropriately determining an advertisement fee at a broadcasting company, an internet provider, or  
25 the like.